

**His early life**

Andrew Mason grew up in Pittsburgh. At fifteen years old he launched a small delivery business, called Bagel Express. In 1999 he moved to Chicago in order to follow classes at Northwestern University and to obtain a Bachelor in music.



HOW HIS BUISNESS GO STARTED

Quickly, Andrew brings Point’s business model up, he should change something. In November 2008, at 29 years old, he founded Groupon (contraction of the words Group + Coupon) an e-commerce site based on the concept of group purchasing. This time, the idea is to distribute vouchers already negotiated with small retailer. He sells them at its customers and he withdraws a commission of 50%. The website launched its first offer in October 2008, for a pizza at half price and then many offers are diffused in Boston, New York and Toronto.

**What gave him the idea?**

**He had this idea when he discovered he was overcharged on his telephone invoice and he didn’t have any power of negotiation. Then he imagines a website that allows internet users to cluster in order to negotiate and buy at the best conditions.**

**His college years**

**After three months of classes, Andrew left for a good reason. He received an unexpected offer from his former boss who was available to finance Andrew’s ideas. So he was in collage for a very short period of time.**